

FASHION MERCHANDISING B

Levels:	Grades 10-12
Units of Credits:	1 Semester (.5)
CIP Code:	08.0101
Prerequisites:	None

COURSE DESCRIPTION

The Fashion Merchandising course is an introductory course that teaches the concepts of entry-level business and fashion fundamentals. The following list of skill standards prepares the student in fashion merchandising with the fundamentals of elements and principles of design, color theory, wardrobing, fashion marketing, basic fashion and business concepts, size categories, and caring for clothing. Students taking marketing classes should have the opportunity to participate in the DECA organization (the student marketing leadership association). DECA-related activities and curricula can be used as an approved part of all marketing classes.

STANDARD **Students will understand the basic elements of color.** (Ch. 10)
08.0101-10

OBJECTIVES

- 08.0101-1001 Identify symbolism for eight colors.
- 08.0101-1002 Explain hue, value, and intensity.
- 08.0101-1003 Identify the five basic color schemes.
- 08.0101-1004 Identify the four elements of design.
- 08.0101-1005 Identify the four personal seasonal coloring types.

STANDARD **Students will understand the elements of design.** (Ch. 11; Sec. 7.1 in *Fashion Marketing*)
08.0101-11

OBJECTIVES

- 08.0101-1101 Identify and provide a definition for each of four elements of design.
- 08.0101-1102 Identify each of the following lines: straight, jagged, curved, horizontal, vertical, and diagonal.
- 08.0101-1103 Identify five different textures and describe the visual effect of each.

STANDARD **Students will understand the principles of design.** (Ch. 12; Sec. 7.1 in *Fashion Marketing*)
08.0101-12

OBJECTIVES

- 08.0101-1201 Identify the four principles of design and provide a definition for each.
- 08.0101-1202 Identify how each design principle can be used to enhance a person's figure.
- 08.0101-1203 Identify five common body types and list two clothing items to avoid and two to choose when selecting clothing items.
- 08.0101-1204 Identify the steps of the design process.

STANDARD **Students will understand how to choose clothes that are appropriate for them and the basics of planning a wardrobe.** (Ch. 13 and 14)
08.0101-13

OBJECTIVES

- 08.0101-1301 Explain why the image you project is important.
- 08.0101-1302 Identify Yin and Yang traits.
- 08.0101-1303 List factors that help you choose apparel that is "right" for you.
- 08.0101-1304 Identify three benefits of wearing clothing that is "right" for you.
- 08.0101-1305 Identify ten accessory items that can help complete outfits in a wardrobe.

08.0101-1306 Identify three examples of wardrobe extenders.

STANDARD **Students will understand the types of business ownership and basic economic terms.** (Ch. 3 in *Fashion Marketing*)
08.0101-14

OBJECTIVES

08.0101-1401 Define the following terms: primary market, secondary market, tertiary market, retailing, sole proprietorship, partnership, corporation, risk, risk management
08.0101-1402 Identify the types of risks faced by a fashion business.
08.0101-1403 Define the following terms: globalization, imports, exports, balance of trade, supply, demand, profit, trade quotas.

STANDARD **Students will understand basic skills to help them be smart shoppers and make good purchases.** (Ch. 15 & 16; Sec. 11.1 in *Fashion Marketing*)
08.0101-15

OBJECTIVES

08.0101-1501 Define the following terms: Flammable Fabrics Act, Fur Products Labeling Act, Permanent Care Labeling Rule, Textile Fiber Products Identification Act, and Wool Products Labeling Act. (Ch. 15)
08.0101-1502 Identify three advantages of gathering information before going shopping. (Ch. 15)
08.0101-1503 Identify the four kinds of information that must appear on labels of all textile products sold in the United States. (Ch. 15)
08.0101-1504 List ten specific points to check when judging the quality of a garment and explain specific items for each. (Ch. 16)
08.0101-1505 List five characteristics of high-quality garments. (Ch. 16)
08.0101-1506 Identify five ways to check the fit of a garment when trying it on. (Ch. 16)
08.0101-1507 Identify five ways of paying for a purchase, and list two advantages and two disadvantages for each. (Ch. 16)
08.0101-1508 Define the following terms: credit rating, debit card, overdrawn, revolving charge account, 30-day charge account, and Truth-In-Lending Law. (Ch. 16)

STANDARD **Students will understand size categories for children, men, and women.** (Ch. 17; Sec. 5.1 in *Fashion Marketing*)
08.0101-16

OBJECTIVES

08.0101-1601 Identify the seven size categories for infants.
08.0101-1602 Identify the four size categories for toddlers.
08.0101-1603 Identify the six size categories for young children.
08.0101-1604 Identify the classifications for women's wear.
08.0101-1605 Identify the classifications for men's wear.

STANDARD **Students will understand how to care for clothes.** (Ch. 18)
08.0101-17

OBJECTIVES

08.0101-1701 Define the following terms: biodegradable, bleaches, builders, detergents, dry cleaning, enzymes, fabric softeners, ironing, laundering, pressing, soaps, surfactants, wash load, and water softeners.
08.0101-1702 List five guidelines for the daily care of clothes.
08.0101-1703 Identify the three most commonly used stain removal methods.

PERFORMANCE OBJECTIVES

PO-10 Prepare a report and a poster showing understanding of color.
PO-11 Create a sample for each of the basic color schemes.
PO-12 Demonstrate knowledge of the elements of design.
PO-13 Demonstrate knowledge of the principles of design.

- PO-14 Prepare a personal wardrobe.
- PO-15 Create a chart of three types of business ownership.
- PO-16 Demonstrate smart shopping by comparing items.
- PO-17 Create a kids' designer line of clothes.
- PO-18 Demonstrate knowledge of caring for clothing.

PERFORMANCE OBJECTIVE DETAILED EXPLANATIONS

Performance Objective PO-10:

Prepare a report and a poster showing understanding of color.

The students will demonstrate understanding of the elements of color by preparing a report on a color of their choice, creating a poster showing samples of the color, and listing symbolism and moods for that color. (Standard 08.0101-10)

Performance Objective PO-11:

Create a sample for each of the basic color schemes.

The student will demonstrate knowledge of color schemes by creating a sample for each of the five basic color schemes. (Standard 08.0101-10)

Performance Objective PO-12:

Demonstrate knowledge of the elements of design.

The student will demonstrate knowledge of the elements of design by locating a picture of an outfit that would improve the way his/her figure of physique looks. He/she will describe how the elements of color, shape, line, and texture are used in the outfit and how each element enhances his/her appearance. (Standard 08.0101-11)

Performance Objective PO-13:

Demonstrate knowledge of the principles of design.

The student will demonstrate understanding of the principles of design by preparing samples of the two types of balance, warm and cool colors, and apparel that make people look taller and thinner, and shorter and wider. (Standard 08.0101-12)

Performance PO-14

Prepare a personal wardrobe.

The student will demonstrate knowledge of selecting clothing that is "right for you" by preparing a personal eight-piece wardrobe. The wardrobe will be made up of clothes that would flatter the student. (Standard 08-0101-13)

Performance PO-15

Create a chart showing examples of the three main types of business ownership. List at least three facts for each one. (Standard 08.0101-14)

Performance PO-16

Demonstrate smart shopping by comparing items, including the quality of the items.

The student will demonstrate his/her ability to be a smart shopper by describing on apparel item he/she would like to purchase, and list three places where the item is available. He/she will compare price, quality, return policies for each location. (Standard 08.0101-15)

Performance PO-17

Students will demonstrate their understanding of kids' clothing by creating a line of licensed clothes for children, using an existing designer, company, or brand. (Standard 08.0101-16)

Performance Objective PO-18

Demonstrate knowledge of caring for clothing.

The student will demonstrate his/her knowledge of caring for clothing by using four of his/her own garments and listing the care instructions given on the garment. He/she will explain why the garment should be laundered according to recommended instructions. (Standard 08.0101-17)

OVERVIEW OF FASHION B

STANDARD

10. Ch. 10, Color

11. Ch. 11 and Sec. 7.1, Elements of design

12. Ch. 12 and Sec. 7.1, Principles of design

13. Ch. 13 and Ch. 14, Appropriate clothes and wardrobing

14. Ch. 3 in *Fashion Marketing*, Structure of industry

15. Ch. 15 and 16, Shopping skills

16. Ch. 17 and Sec. 5.1, Size categories

17. Ch. 18, Caring for clothes

PERFORMANCE

Color report

Color harmonies

Examples of elements

Examples of principles

Create a wardrobe

Chart three types of business ownership

Comparison shopping project

Kids' designer line

Labels project

REFERENCE MATERIALS

Textbooks: *Fashion!*, Mary Wolf, The Goodheart-Wilcox Company, Inc., 1998.

Fashion Marketing, McGraw Hill, Glencoe by Gigi Ekstrom and Margaret Justiss, 2006, ISBN-868295-9

Video, Software, And Other Materials Sources:

CHAPTER 10

MATERIALS: *Color Wheel with Leaflets*
Available from: The McCall Pattern Company

VIDEO 1: *Basic of Colors*
Available from: Insight Media

VIDEO 2: *Understanding Color*
Available from: D.E. Visuals

COMPUTER SOFTWARE: *Color Communicates*
Available from: Meridian Education Corporation

LEAFLET: *Color And You*
Available from: McCall Pattern Company

MATERIAL COLOR SWATCH KIT: *Symmetry Color Analysis*
Available from: The Home Economics School Service and Nasco

MATERIAL COLOR SWATCH KIT AND VIDEO: *Reflections on You: Classroom Color Analysis Starter Kit*
Color Swatch Drapes
Personal Color (Season) Packets

Available from:

Color Analysis Video
Nasco

CHAPTER 11

POSTER 1:

Optical Illusions Poster

Available from:

The McCall Pattern Company

POSTER 2:

Line-Wise Poster

Available from:

McCall Pattern Company

VIDEO:

Your Clothes Lines are Showing: Line and Design

Available from:

Home Economics School Service

CHAPTER 12

CHART 1:

Female Figure Types

Available from:

Meridian Education Corporation

CHART 2:

Male Figure Types

Available from:

Meridian Education Corporation

VIDEO AND COMPUTER SOFTWARE 1:

Your Ideal Silhouette (Female)

Available from:

Meridian Education Corporation

VIDEO AND COMPUTER SOFTWARE 2:

*Suit Yourself: Your Best Dressed Image
(Male)*

Available from:

Meridian Education Corporation

CHAPTER 13

VIDEO:

Clothing Speaks

Available from:

The Learning Seed

CHAPTER 14

VIDEO:

Accessories

Available from:

Meridian Education Corporation and Nasco

CHAPTER 16

VIDEO:

Judging Clothing Workmanship

Available from:

Meridian Education Corporation and Home Economics Corporation

CHAPTER 18

VIDEO:

Storage

Available from:

Vocational Marketing Services

Contact information for ordering videos, software, and other materials:

McCall Pattern Company 11 Penn Plaza New York, NY 10001 (800) 782-0323 Fax: (212) 465-6963	Insight Media 121 West 85th Street New York, NY 10024 (800) 233-9910 Fax: (212) 799-5309	D.E. Visuals 3595 NW 83rd Ave Sunrise, FL 33351 (800) 736-6438 Fax: (954) 741-1746	Meridian Education Corp. 236 East Front Street Bloomington, IL 61701 (800) 727-5507 Fax: (309) 829-8621
Home Economics School Service 10200 Jefferson Blvd., Room 891 P.O. Box 802 Culver City, CA 90232-0802 (800) 421-4246 Fax: (800) 944-5432	Nasco 901 Janesville Avenue Fort Atkinson, WI 53538-0901 (800) 558-9595 Fax: (414) 563-8296	The Learning Seed 330 Telser Road Lake Zurich, IL 60047 (800) 634-4941 Fax: (800) 998-0854	Vocational Marketing Services 17600 South Williams St., #6 Thornton, IL 60476-1077 (800) 343-6430 Fax: (708) 877-2819